

Williams, Lynda

Amman Crossroads

45327

From: Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]

Sent: Friday, November 02, 2012 11:05 AM

To: Williams, Lynda

Cc: Connell II, Jim

Subject: RE: Am Crossroads mg

this is fine

Alexandra Keller

Senior Account Executive

Millennium Sales-DC

p. (202) 955-5342

f. (202) 955-5348

alexandra.bradley@msmtvsales.com

45327
9776180

From: Williams, Lynda [mailto:lwiliams@local12.com]

Sent: Friday, November 02, 2012 10:53 AM

To: Bradley, Alexandra

Cc: Connell II, Jim

Subject: Am Crossroads mg

One spot na on 11/2 7-730a @ \$ 450.00 mg sat 6-7a news 11/3 ncir

P2

Lynda Williams

Local 12/CIN CW

National Sales Assistant

p 513/763-5507

f 513/763-5562

LWilliams@local12.com

11/2/2012

Williams, Lynda

From: Williams, Lynda
Sent: Friday, November 02, 2012 11:14 AM
To: 'Bradley, Alexandra'
Cc: Connell II, Jim; Williams, Lynda
Subject: RE: Am Crossroads mg 9776180

Headline # is helpful.

Lynda Williams
Local 12/CIN CW
National Sales Assistant
p 513/763-5507
f 513/763-5562
LWilliams@local12.com

From: Bradley, Alexandra [<mailto:Alexandra.Bradley@msmtvsales.com>]
Sent: Friday, November 02, 2012 11:05 AM
To: Williams, Lynda
Cc: Connell II, Jim
Subject: RE: Am Crossroads mg

this is fine

Alexandra Keller
Senior Account Executive
Millennium Sales-DC
p. (202) 955-5342
f. (202) 955-5348
alexandra.bradley@msmtvsales.com

From: Williams, Lynda [<mailto:lwilliams@local12.com>]
Sent: Friday, November 02, 2012 10:53 AM
To: Bradley, Alexandra
Cc: Connell II, Jim
Subject: Am Crossroads mg

11/2/2012

One spot na on 11/2 7-730a @ \$ 450.00 mg sat 6-7a news 11/3 ncir

Lynda Williams
Local 12/CIN CW
National Sales Assistant
p 513/763-5507
f 513/763-5562
LWilliams@local12.com

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Thursday, November 01, 2012 2:55 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: American Crossroads - 45327

Station: WKRC-TV

Order Information:

Order #: 45327
Order Total: \$66,625.00
Agency: Crossroads Media
Advertiser: American Crossroads
Product: American Crossroads
Alternate Order #: 09776180
Estimate #: 694
Flight Dates: 10/30/12 - 11/05/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (45327-14-1):

Rate: \$450.00
Air Date: Fri 11/02/12
Eligible Days: -----F-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-7:30 AM

Spot Type: NM

Restricted: Earliest start: 7:00:00 AM, Latest end: 7:30:00 AM

Length: :30

Channel(s): [1] WKRC

Priority: Preemptible w/ Notice

Preempt Reason: No Avail

1x Sat 6-7A
or 11/3 MCR

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 1												
10/30/12	Tuesday	13:54 AM	:30	\$425.00	USPRTV5a	Good Morn Cincinna (5:00:00 AM-5:30:00 A	American Crossroads	694	P-3		1	MWASH
				\$425.00							1	
Line: 2												
10/31/12	Wednesday	09:35 AM	:30	\$425.00	USPRTV5a	Good Morn Cincinna (5:00:00 AM-5:30:00 A	American Crossroads	694	P-3		1	MWASH
				\$425.00							1	
Line: 3												
11/01/12	Thursday	13:33 AM	:30	\$425.00	USPRTV5a	Good Morn Cincinna (5:00:00 AM-5:30:00 A	American Crossroads	694	P-3		1	MWASH
				\$425.00							1	
Line: 4												
11/02/12	Friday	13:29 AM	:30	\$425.00	USPRTV5a	Good Morn Cincinna (5:00:00 AM-5:30:00 A	American Crossroads	694	P-3		1	MWASH
				\$425.00							1	
Line: 5												
11/05/12	Monday	05:42 AM	:30	\$425.00	5a	Good Morn Cincinna (5:00:00 AM-5:30:00 A	American Crossroads	694	P-3		1	MWASH
				\$425.00							1	
Line: 6												
10/30/12	Tuesday	27:20 AM	:30	\$650.00	USPRTV6a	Good Morn Cincinna (6:00:00 AM-6:30:00 A	American Crossroads	694	P-2		1	MWASH
				\$650.00							1	
Line: 7												
10/31/12	Wednesday	09:52 AM	:30	\$650.00	USPRTV6a	Good Morn Cincinna (6:00:00 AM-6:30:00 A	American Crossroads	694	P-2		1	MWASH
				\$650.00							1	
Line: 8												
11/01/12	Thursday	22:47 AM	:30	\$650.00	USPRTV6a	Good Morn Cincinna (6:00:00 AM-6:30:00 A	American Crossroads	694	P-2		1	MWASH
				\$650.00							1	
Line: 9												
11/02/12	Friday	04:11 AM	:30	\$650.00	USPRTV6a	Good Morn Cincinna (6:00:00 AM-6:30:00 A	American Crossroads	694	P-2		1	MWASH
				\$650.00							1	
Line: 10												
11/05/12	Monday	11:57 AM	:30	\$650.00	6a	Good Morn Cincinna (6:00:00 AM-6:30:00 A	American Crossroads	694	P-2		1	MWASH
				\$650.00							1	
Line: 11												
10/30/12	Tuesday	7:24:10 AM	:30	\$450.00	USPRTV CBS	This Morning (7:00:00 AM-7:30:00 A	American Crossroads	694	P-2		1	MWASH
				\$450.00							1	
Line: 12												
10/31/12	Wednesday	7:28:54 AM	:30	\$450.00	USPRTV CBS	This Morning (7:00:00 AM-7:30:00 A	American Crossroads	694	P-2		1	MWASH
				\$450.00							1	
Line: 13												
11/01/12	Thursday	7:28:55 AM	:30	\$450.00	USPRTV CBS	This Morning (7:00:00 AM-7:30:00 A	American Crossroads	694	P-2		1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 13												
				\$450.00							1	
Line: 15												
11/05/12	Monday	5:59:25 AM	:30	\$450.00		CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH-
				\$450.00							1	
Line: 16												
11/04/12	Sunday	1:17:15 AM	:30	\$2,500.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	American Crossroads	694	P-1	1	MWASH-
				\$2,500.00							1	
Line: 17												
10/30/12	Tuesday	1:31:06 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 18												
10/31/12	Wednesday	1:29:51 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 19												
11/01/12	Thursday	1:58:24 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 20												
11/02/12	Friday	1:58:56 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 21												
11/05/12	Monday	1:28:41 AM	:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 22												
10/30/12	Tuesday	12:57:34 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	
Line: 23												
10/31/12	Wednesday	12:29:27 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	
Line: 24												
11/01/12	Thursday	12:28:42 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	
Line: 25												
11/02/12	Friday	12:28:41 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	
Line: 26												
11/05/12	Monday	12:59:26 PM	:30	\$550.00		Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 27												
10/30/12	Tuesday	2:59:12 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH-
											1	
Line: 28												
10/31/12	Wednesday	3:58:35 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH-
											1	
Line: 29												
11/01/12	Thursday	3:58:40 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH-
											1	
Line: 30												
11/02/12	Friday	3:58:32 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH-
											1	
Line: 31												
11/05/12	Monday	2:59:21 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH-
											1	
Line: 32												
10/30/12	Tuesday	1:37:15 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH-	
											1	
Line: 33												
10/31/12	Wednesday	1:37:03 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH-	
											1	
Line: 34												
11/01/12	Thursday	1:52:15 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH-	
											1	
Line: 35												
11/02/12	Friday	1:35:21 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH-	
											1	
Line: 36												
11/05/12	Monday	1:51:06 PM	:30	\$850.00		4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH-	
											1	
Line: 37												
10/30/12	Tuesday	5:13:19 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six 6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH-	
											1	
Line: 38												
10/31/12	Wednesday	5:12:49 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six 6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH-	
											1	
Line: 39												
11/01/12	Thursday	5:14:07 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six 6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH-	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 39												
				\$1,200.00							1	
Line: 40												
11/02/12	Friday	5:27:11 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH
				\$1,200.00							1	
Line: 41												
11/05/12	Monday	5:04:49 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH
				\$1,200.00							1	
Line: 42												
10/30/12	Tuesday	7:12:22 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH
				\$900.00							1	
Line: 43												
10/31/12	Wednesday	7:27:36 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH
				\$900.00							1	
Line: 44												
11/01/12	Thursday	7:20:00 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH
				\$900.00							1	
Line: 45												
11/02/12	Friday	7:10:57 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH
				\$900.00							1	
Line: 46												
11/05/12	Monday	7:28:04 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH
				\$900.00							1	
Line: 47												
10/30/12	Tuesday	7:44:52 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00							1	
Line: 48												
10/31/12	Wednesday	7:55:06 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00							1	
Line: 49												
11/01/12	Thursday	7:59:14 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00							1	
Line: 50												
11/02/12	Friday	7:34:45 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00							1	
Line: 51												
11/05/12	Monday	7:50:41 PM	:30	\$1,100.00		M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 52												
10/30/12	Tuesday	1:21:48 PM	:30	\$2,400.00	USPRTV	11p M-Su Local 12 New	11:00 PM-11:35 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 53												
10/31/12	Wednesday	1:33:15 PM	:30	\$2,400.00	USPRTV	11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 54												
11/01/12	Thursday	1:33:49 PM	:30	\$2,400.00	USPRTV	11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 55												
11/02/12	Friday	1:06:29 PM	:30	\$2,400.00	USPRTV	11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 56												
11/05/12	Monday	1:26:37 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 57												
10/30/12	Tuesday	2:29:48 XM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 58												
10/31/12	Wednesday	2:14:52 XM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 59												
11/01/12	Thursday	1:57:29 PM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 60												
11/02/12	Friday	2:11:30 XM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 61												
11/05/12	Monday	2:25:00 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 62												
11/04/12	Sunday	7:19:07 PM	:30	\$7,500.00		Sun Reg 1	7:00 PM-8:00 PM	American Crossroads	694	P-2	1	MWASH
											1	
Line: 63												
11/03/12	Saturday	5:49:36 PM	:30	\$750.00		SEC Football	12:00 PM-7:00 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 65												
11/03/12	Saturday	3:28:17 PM	:30	\$5,000.00		Sat Spec	8p-11p	American Crossroads	694	P-3	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 65												
				\$5,000.00							1	
Line: 66												
11/03/12	Saturday	2:45:50 PM	:30	\$2,500.00		Big East Football	12p-330p	American Crossroads	694	P-3	1	MWASH-
				\$2,500.00							1	
Line: 67												
11/03/12	Saturday	3:40:15 AM	:30	\$450.00		6a-8a Local 12 News S	(6:00:00 AM-7:00:00 A	American Crossroads	694	P-2	1	MWASH-
				\$450.00							1	
				\$74,125.00							65	
				\$74,125.00							65	
				\$74,125.00							65	
				\$74,125.00							65	
				\$74,125.00							65	

[Filtered by:] [Sorted by: Station]